



WKMG

ORDER

Print Date 11/05/12

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Flight Dates 10/09/12-10/15/12

Contract / Revision 252373 /

Original Date / Revision

06/22/12 10/12/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.

Suite 200

Alexandria, VA 22310-2552

Product

NELSON FOR SENATE

Agency Com 15%

Billing Contact

6190 Grovedale Ct.

Suite 200

Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 490

Alt Order # 06205066

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 40500

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	57	\$34,425.00	\$40,500.00	0.00	10/01/12	10/15/12	57	\$34,425.00	\$40,500.00
Totals	57	\$34,425.00	\$40,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	10/10/12	10/12/12	Morn News at 530a Morn News at 530a	CM	530-6a	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$400.00		0.00			
N 2	WKMG	10/15/12	10/15/12	Morn News at 530a Morn News at 530a	CM	530-6a	1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----		1				\$400.00		0.00			
N 3	WKMG	10/09/12	10/12/12	CBS This Morning The Early Show	CM	7-9a	-T--F--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T--F--		2				\$350.00		0.00			
N 4	WKMG	10/15/12	10/15/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----		1				\$350.00		0.00			



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Contract / Revision

252373

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 06/22/12/ 10/12/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D

Product NELSON FOR SENATE

Estimate # 490

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	WKMG	10/15/12	10/15/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----					1	\$350.00		0.00			
N 5	WKMG	10/09/12	10/12/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-TW-F--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TW-F--					3	\$400.00		0.00			
N 6	WKMG	10/15/12	10/15/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----					1	\$400.00		0.00			
N 7	WKMG	10/09/12	10/12/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					4	\$600.00		0.00			
N 8	WKMG	10/09/12	10/12/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-TW-F--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TW-F--					3	\$500.00		0.00			
N 9	WKMG	10/15/12	10/15/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----					1	\$500.00		0.00			
N 10	WKMG	10/09/12	10/12/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-T--F--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T--F--					2	\$600.00		0.00			
N 11	WKMG	10/09/12	10/12/12	2-3p The Talk The Talk	CM	2-3p	-TWTF--	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					4	\$350.00		0.00			
N 12	WKMG	10/15/12	10/15/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----					1	\$350.00		0.00			
N 13	WKMG	10/11/12	10/11/12	3-4p Doctors The Doctors	CM	3-4p	---1---	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---1---					1	\$350.00		0.00			
N 14	WKMG	10/15/12	10/15/12	3-4p Doctors The Doctors	CM	3-4p	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----					1	\$350.00		0.00			
N 15	WKMG	10/09/12	10/09/12	4-430p Extra Extra	CM	4-430p	-1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----					1	\$450.00		0.00			
N 16	WKMG	10/15/12	10/15/12	4-430p Extra Extra	CM	4-430p	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----					1	\$450.00		0.00			



WKMG

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Contract / Revision

252373

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 06/22/12/ 10/12/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D

Product NELSON FOR SENATE

Estimate # 490

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WKMG	10/15/12	10/15/12	4-430p Extra Extra	CM	4-430p	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-----	1		\$450.00		0.00						
N 17	WKMG	10/11/12	10/11/12	530-6p The Insider Insider	CM	530p-6p	---1---	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---1---	1		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/08/12-10/14/12		530-6p The Insider		530p-6p	---Th-----	:30		(\$650.00)		0.00	NM		
See MG 17.2															
[Breaking News]															
2	WKMG	10/15/12-10/15/12		530-6p The Insider		530p-6p	M-----	:30		\$650.00		0.00	NM		
(M) MG for 17.1 10/11															
N 18	WKMG	10/09/12	10/12/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$800.00		0.00						
N 19	WKMG	10/15/12	10/15/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-----	1		\$800.00		0.00						
N 20	WKMG	10/09/12	10/12/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$1,000.00		0.00						
N 21	WKMG	10/15/12	10/15/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-----	1		\$1,000.00		0.00						
N 22	WKMG	10/10/12	10/10/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--1----	1		\$1,000.00		0.00						
N 23	WKMG	10/15/12	10/15/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-----	1		\$1,000.00		0.00						
N 24	WKMG	10/09/12	10/14/12	M-SU 11p News M-SU 11p News	CM	11-1135p	-TWTFSS	:30	6	\$1,500.00	P-3	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTFSS	6		\$1,500.00		0.00						
N 25	WKMG	10/15/12	10/15/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-----	1		\$1,500.00		0.00						
N 26	WKMG	10/09/12	10/12/12	M-F David Letterman David Letterman	CM	1136p-1238a	-T---F--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T---F--	2		\$600.00		0.00						
N 27	WKMG	10/15/12	10/15/12		CM	1136p-1238a	1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00



WKMG

Print Date: 11/05/12

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Contract / Revision

252373

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Hiatus Dates

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Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/F/D

Product NELSON FOR SENATE

Estimate # 490

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F David Letterman												
				David Letterman												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	1-----	1		\$600.00		0.00							
N 28	WKMG	10/13/12	10/13/12	7-9a CBS This Morn SatCM	7-9a	-----1-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00		
				7-9a Sat Early Show												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	-----1-	1		\$350.00		0.00							
N 29	WKMG	10/13/12	10/13/12	Sat 6p News	CM	6-630p	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00	
				Sat Local 6 News at 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	-----1-	1		\$400.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	WKMG	10/08/12-10/14/12		Sat 6p News	6-630p		-----Sa--	:30	(\$400.00)	0.00	NM					
See MG 29.2																
[Program not airing due to NCAA Football]																
2	WKMG	10/09/12-10/09/12		Morn News at 6a	6-7a		-T-----	:30	\$400.00	0.00	NM					
Ⓜ MG for 29.1 10/13																
N 30	WKMG	10/14/12	10/14/12	CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,300.00	P-3	0.00	NM	2	\$2,600.00	
				CBS Sunday Morning												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	-----2	2		\$1,300.00		0.00							
														Totals	57	\$40,500.00



WKMG

ORDER

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Flight Dates 10/16/12-10/22/12

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06/22/12 10/16/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Product
NELSON FOR SENATE

Agency Com 15%

Billing Contact

6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 473

Alt Order # 06205145

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 63350

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	75	\$53,847.50	\$63,350.00	0.00	10/01/12	10/22/12	75	\$53,847.50	\$63,350.00
Totals	75	\$53,847.50	\$63,350.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	10/16/12	10/19/12	Morn News at 5a Morn News at 5a	CM	5-530a	-T-TF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-TF--		3				\$350.00		0.00			
N 2	WKMG	10/22/12	10/22/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$350.00		0.00			
N 3	WKMG	10/16/12	10/19/12	Morn News at 530a Morn News at 530a	CM	530-6a	-TWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4				\$450.00		0.00			
N 4	WKMG	10/22/12	10/22/12	Morn News at 530a Morn News at 530a	CM	530-6a	M-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		2				\$450.00		0.00			



WKMG

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Contract / Revision **252338** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 06/22/12/ 10/16/12

Order Sep 00:15:00

Advertiser **Pol/Bill Nelson/Sen/F/D** Product **NELSON FOR SENATE**

Estimate # **473**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WKMG	10/22/12	10/22/12	Morn News at 530a Morn News at 530a	CM	530-6a	M-----	:30	2	\$450.00	P-2	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	M-----					2	\$450.00		0.00		
N 5	WKMG	10/16/12	10/18/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-T-T---	:30	2	\$600.00	P-2	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-T---					2	\$600.00		0.00		
N 6	WKMG	10/22/12	10/22/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	1-----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	1-----					1	\$600.00		0.00		
N 7	WKMG	10/16/12	10/19/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TW-F--	:30	3	\$1,200.00	P-2	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-TW-F--					3	\$1,200.00		0.00		
N 8	WKMG	10/17/12	10/19/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	3	\$900.00	P-2	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--WTF--					3	\$900.00		0.00		
N 9	WKMG	10/22/12	10/22/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	1-----					1	\$900.00		0.00		
N 10	WKMG	10/16/12	10/19/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-T-TF--	:30	3	\$900.00	P-2	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-TF--					3	\$900.00		0.00		
N 11	WKMG	10/22/12	10/22/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	1-----	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	1-----					1	\$900.00		0.00		
N 12	WKMG	10/16/12	10/19/12	2-3p The Talk The Talk	CM	2-3p	-TWTF--	:30	4	\$600.00	P-2	0.00 NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-TWTF--					4	\$600.00		0.00		
N 13	WKMG	10/22/12	10/22/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	1-----					1	\$600.00		0.00		
N 14	WKMG	10/16/12	10/19/12	3-4p Doctors Nate Berkus	CM	3-4p	-TWTF--	:30	4	\$350.00	P-2	0.00 NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-TWTF--					4	\$350.00		0.00		
N 15	WKMG	10/22/12	10/22/12	3-4p Doctors Nate Berkus	CM	3-4p	1-----	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	1-----					1	\$350.00		0.00		
N 16	WKMG	10/16/12	10/19/12	4-430p Extra Extra	CM	4-430p	-TWTF--	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-TWTF--					4	\$450.00		0.00		



WKMG

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Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 06/22/12/ 10/16/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/F/D

Product NELSON FOR SENATE

Estimate # 473

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 16	WKMG	10/16/12	10/19/12	4-430p Extra Extra	CM	4-430p	-TWTF--	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-TWTF--					4	\$450.00		0.00		
N 17	WKMG	10/22/12	10/22/12	4-430p Extra Extra	CM	4-430p	1-----	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	1-----					1	\$450.00		0.00		
N 18	WKMG	10/16/12	10/19/12	News at 5p News at 5p	CM	5-530p	-TWTF--	:30	4	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-TWTF--					4	\$1,000.00		0.00		
N 19	WKMG	10/22/12	10/22/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	1-----					1	\$750.00		0.00		
N 20	WKMG	10/16/12	10/19/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$1,400.00	P-2	0.00 NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-TWTF--					4	\$1,400.00		0.00		
N 21	WKMG	10/22/12	10/22/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	1-----					1	\$1,400.00		0.00		
N 22	WKMG	10/16/12	10/19/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,700.00	P-2	0.00 NM	6	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-TWTF--					4	\$1,700.00		0.00		
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
3		VKMG	10/15/12-10/21/12	News at 7p			7-7:30p	-TWThF----	:30	(\$1,700.00)		0.00 NM		
		See MG 22.5,22.6,22.7												
		[Program not airing due to Local Senate Debate]												
5		VKMG	10/18/12-10/19/12	M-F David Letterman			1136p-1238a	---ThF----	:30	\$700.00		0.00 NM		
		Ⓜ MG for 22.3 10/17												
6		VKMG	10/18/12-10/19/12	M-F David Letterman			1136p-1238a	---ThF----	:30	\$700.00		0.00 NM		
		Ⓜ MG for 22.3 10/17												
7		VKMG	10/18/12-10/19/12	9-10a Rachael Ray			9-10a	---ThF----	:30	\$300.00		0.00 NM		
		Ⓜ MG for 22.3 10/17												
N 23	WKMG	10/22/12	10/22/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,700.00	P-2	0.00 NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	1-----					1	\$1,700.00		0.00		
N 24	WKMG	10/16/12	10/18/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	-TWT---	:30	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-TWT---					2	\$1,200.00		0.00		
N 25	WKMG	10/22/12	10/22/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	1-----	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	1-----					1	\$1,400.00		0.00		
N 27	WKMG	10/16/12	10/21/12		CM	11-1135p	-TW-FS-	:30	4	\$1,700.00	P-2	0.00 NM	4	\$6,800.00



WKMG

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Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D

Product NELSON FOR SENATE

Estimate # 473

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-SU 11p News											
				M-SU 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TW-FS-					4	\$1,700.00		0.00			
N28	WKMG	10/22/12	10/22/12	M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$1,700.00		0.00			
N29	WKMG	10/16/12	10/19/12	M-F David Letterman	CM	1136p-1238a	-TW-F--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TW-F--					3	\$700.00		0.00			
N30	WKMG	10/22/12	10/22/12	M-F David Letterman	CM	1136p-1238a	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$700.00		0.00			
N31	WKMG	10/17/12	10/19/12	M-F 1235-105a	CM	1237-109a	--W-F--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
				Extra											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W-F--					2	\$300.00		0.00			
N32	WKMG	10/20/12	10/20/12	7-9a CBS This Morn Sat	CM	7-9a	-----1-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				7-9a Sat Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$350.00		0.00			
N34	WKMG	10/20/12	10/20/12	Sat 1205-105a	CM	1205-105a	-----1-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				Extra Wknd											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$350.00		0.00			
N35	WKMG	10/21/12	10/21/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$1,400.00		0.00			
N36	WKMG	10/16/12	10/16/12	Morn News at 6a	CM	6-7a	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Morn News at 6a											
N38	WKMG	10/16/12	10/19/12	News at 5p	CM	5-530p	-TWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				News at 5p											
													Totals	75	\$63,350.00